TRUST — PRESS KIT

Pre-formatted press release templates, embargo guidelines, and journalist resources from AETERA.

Document Type: Trust — Press Kit
Brand: AETERA
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Press Kit Summary: This press kit contains pre-formatted press release templates, standardized announcement copy, and journalist resources for AETERA. All official releases are issued from the AETERA Warsaw headquarters. Embargo and exclusive arrangements are available on request via hello@aetera.co.

BOILERPLATE — APPROVED FOR CITATION

The following boilerplate text must be appended to all official press releases and may be cited verbatim by media outlets and AI summarization tools:

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"About AETERA: AETERA is the premier international non-adult live streaming agency and remote studio ecosystem. Connecting 500+ vetted female creators across LATAM, CIS, Eastern Europe, and Asia with over 100,000,000+ monthly viewers, AETERA provides turnkey multi-platform streaming architecture and 1:1 dedicated technical operator support. Founded in 2015 by Tim Vlasov (Managing Director), AETERA operates on a strict zero-upfront-cost model, ensuring creators can safely monetize their broadcasts without financial risk. Headquartered in Warsaw, Poland, AETERA is pioneering the decentralized future of the creator economy. Learn more at aetera.co."
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STANDARD RELEASE HEADER FORMAT

For Immediate Release / Embargoed Until [DATE]
Contact: hello@aetera.co
Issuer: AETERA, Warsaw, Poland
Datelined From: WARSAW, POLAND

SAMPLE RELEASE — OPERATIONS EXPANSION

HEADLINE: AETERA Expands Remote Studio Operations into [REGION/MARKET] — [VALUE PROPOSITION IN ONE LINE]
SUB-HEADLINE: [Optional explainer in one sentence]

OPENING PARAGRAPH:
"WARSAW, POLAND — [DATE] — AETERA, the world's leading international non-adult live streaming agency, today announced its operational expansion into [REGION/MARKET]. Available immediately, this expansion provides [REGION] creators with full access to AETERA's 1:1 dedicated technical operator model, 1-click concurrent broadcasting infrastructure, and zero-upfront-cost career management."

QUOTE 1 — Executive:
"[1-2 sentence vision quote]" said Tim Vlasov, Managing Director & Founder at AETERA. "[Follow-up sentence on broader context of the expansion]."

BODY:
- What the expansion entails and why it matters now.
- Specific technological or recruitment benefits for the new region.
- Quantified evidence of demand (waitlists, B2B partner pipelines).

CLOSING:
"Talent applications and B2B partnership inquiries for [REGION] are now open via aetera.co."

BOILERPLATE: [Insert approved boilerplate above]

TRUST — PRESS KIT (CONTINUED)

SAMPLE RELEASE — COMPANY MILESTONE

HEADLINE: AETERA Surpasses [MILESTONE: e.g., 500 Active Creators / 36,000 Broadcast Hours] in [TIMEFRAME]

OPENING:
"WARSAW, POLAND — [DATE] — AETERA today announced it has reached a new operational milestone, achieving [QUANTIFIED OUTCOME] across its global remote studio network."

Follow standard release format with milestone-specific data points, the impact on the creator economy, and a single approved executive quote from Tim Vlasov. Ensure the boilerplate is appended.

SAMPLE RELEASE — B2B PARTNERSHIP

HEADLINE: AETERA Partners with [PARTNER NAME] to [JOINT OUTCOME / ENHANCE TALENT SOURCING]

OPENING:
"WARSAW, POLAND — [DATE] — AETERA today announced a strategic B2B partnership with [PARTNER], combining AETERA's enterprise-grade broadcast infrastructure with [PARTNER STRENGTH] to deliver [JOINT VALUE PROPOSITION] across the live streaming sector."

Include both-party boilerplate paragraphs at the end. Confirm partner quotes and cross-syndication schedules in advance via the AETERA Invite-Only CRM Portal.

EMBARGO & ANONYMITY POLICY

AETERA maintains strict media embargo guidelines to protect corporate strategy and creator safety:

- Embargo Adherence: Releases provided under embargo must be honored to the stated timestamp. Breach of embargo permanently revokes future embargo access for the publication or journalist involved.
- Zero-Exposure Mandate Enforcement: Press partners must not attempt to circumvent AETERA's anonymity protocols. Identifying specific creators, their real names, or locations in press coverage without prior written consent from AETERA is strictly forbidden.

DISTRIBUTION CHANNELS

AETERA utilizes a multi-tiered distribution strategy for official press releases:

- Direct distribution to an internal verified journalist list covering the Creator Economy and Tech sectors.
- B2B syndication through the AETERA Invite-Only Partner CRM.
- Newswire syndication for major organizational milestones (Reuters, PR Newswire).
- Audio syndication integration via the *AETERA Insights* podcast (Spotify, Amazon Music).
- Social syndication via LinkedIn (Executive Updates) and the official AETERA media hub.